



Sustainability Report
2018/19

Creative for Good.

At Studio Republic, we deliver our services with diligence, social responsibility and with minimal unnecessary environmental harm. These services inspire and enable our team and our clients to implement solutions that enhance lives and / or protect the environment.

We care about our team, our clients, and our social and environmental impact. In determining which projects to work on, we ask ourselves two questions:

- Does this enhance lives?
- Does this help to preserve the environment?

Taking a strategic approach, Studio Republic provides innovative design and development solutions, that enable like-minded businesses and charities to enhance lives or preserve the environment, and contribute towards the global achievement of the United Nation's Sustainable Development Goals.

Our dedication to social and environmental betterment has led us to monitor and assess our impact, both good and bad, on the community and world around us. We use this report to see what good we're doing, to see what we can do to improve, and to set ourselves some targets for the future.

This is our SR Sustainability Report.



An external perspective.

The place for sustainable business

Acting sustainably is more than simply responding to consumer pressure, avoiding negative PR or protecting the right to make profits. Much more. It is about businesses recognising that they have an impact on the planet and society in the first instance, and then making a conscious decision to minimise that impact.

There is mounting academic and financial evidence that companies that do so outperform their competition, attract and retain talent and are perceived to be a positive (or at least less negative) actor in society. Most importantly, this responsible activity is creating real, tangible benefits for the planet and society, whether it is from reducing emissions or improving workers' rights. There's still much to do but a company that behaves sustainably can undoubtedly be a force for good.

Studio Republic's progress

When I first learnt about Studio Republic in July 2018, I was pleasantly surprised to find that sustainability was already front and centre on their website. After meeting the directors, Chris and Jack, I was quickly persuaded that the company was serious about changing its relationship with the planet and not just tinkering around the edges. Several months later – and after a lot of hard work – it's clear that the company

has begun to embed sustainable and ethical thinking across its day-to-day operations and decision making. This first Sustainability Report is the culmination of the great strides SR has made, and reflects the open and transparent approach that goes hand in hand with that thinking.

Investing in its employees has been a major theme for SR this year. Formalising policies, implementing processes for staff feedback, training and performance review, as well as offering support services and paid time for volunteering, have been important steps that are starting to bring benefits to individuals and the business as a whole. Achieving this during a period of rapid growth as staff numbers have quadrupled is all the more impressive. It is clear that the company culture is one that truly values its employees beyond their business generating output.

Undertaking the B Impact Assessment has helped SR to take a more holistic view of the business. It identified blind spots and internal processes that were otherwise neglected, reinforced the need to undertake certain activities and confirmed that many of the steps they had already taken were the right ones. The company is now in a great position to review its baseline performance and build on it in future years.

The highlights

- The decision to align the business to the UN Sustainable Development Goals is ambitious and rare for a company of Studio Republic's size. Although early days, using the SDG template is now permeating SR's strategy

and beyond client expectations, and the groups that those charities seek to help. The first SR led Hack For Good event was a typically creative, collaborative way to address the challenges its charity clientele faces.

“Studio Republic is at the vanguard of a post ESG movement and I look forward to watching its progress in 2019 and beyond.”

and operations. Exploring how their clients' work is also making progress towards the SDGs is an example of how the company is thinking about how it can positively influence its wider stakeholder network.

- Studio Republic's core business relies on digital technology and its certification as a Carbon Neutral Agency is a significant achievement; it sends a signal to the rest of the sector of what's possible, which was recognised through winning a Green Apple Award.
- Studio Republic has long worked with charities but is now beginning to look more closely at ways it can help above



Paul Coverdale is an independent sustainability consultant and the founder of Winchester Sustainable Businesses. As a trained B Leader, Paul guides businesses through the certification process and is a passionate advocate for the movement. He advised Studio Republic on their journey to become Winchester's first B Corp.

What's inside?

Welcome to our Sustainability Report. It's our first one ever, so it's a bit of a big deal for us. We've made a lot of progress this year with our sustainability journey (as well as some hiccups we encountered along the way) and we're really proud to share them all here, in this report.

As well as finding out more about all of the good work we've been doing this year, you can check out our targets for 2019-20.

For Charity	4
For People	6
For the Planet	9
For Transparency	14
For the Team	17
Targets for 2019	20
Conclusions	23



Creative for Charity.

We support the United Nations Sustainable Development Goals which are a set of 17 goals which aim to build a better world for people and our planet by 2030. The SDGs are a call for action for all countries, organisations, businesses and individuals to promote prosperity while protecting the environment.

The 17 goals set out by the UN are important to us at Studio Republic, and we have begun to reassess our practices in accordance with meeting the goals. This includes using the goals as part of the decision process when choosing which clients we work with. Where we as a small business can't meet certain goals, we seek out clients who can contribute positively towards these goals.

We have worked with charities and organisations including Step by Step, ChildHope, CIWEM, Winchester Hospice, Wildlife and Countryside Link, Save Water South East and Autism Hampshire, as well as a variety of local and national businesses who contribute positively towards meaningful causes, such as Vanilla Catering and ismybillfair.

Have a look at what SDGs some of our clients work towards achieving:



Our Clients and the SDGs

Step By Step



The Green Party



CIWEM



Autism Hampshire



ChildHope



Save Water South East



Ismybillfair?



Vanilla Catering



Winchester Hospice



Wildlife and Countryside Link



For People.

We are dedicated to building sustainability and social responsibility considerations into all of our processes and operations, and to working closely with local partners and clients to enhance the social, cultural and economic well being of the community in which we reside.

As part of our sustainability journey, we have continued to actively engage with the local community, encourage our employees to contribute towards social good, and factor in social considerations into our everyday activities.

We work with good people who work everyday to contribute positively to the world. We are proud to say that 18% of our clients are charities, NGOs, or purpose driven enterprises, and a large portion of the rest are local businesses with ethics and strong, common values.

At Studio Republic, we encourage our staff to donate time to support the causes that matter the most to them – whether they be social or environmental. Through this approach, we intend to have a broader positive impact on the local and wider communities and environment.

We offer two paid days per year to each of our staff so that they can volunteer for a charity or cause that is important to them. On top of this, we are always coming up with ways in which we can offer our skill set to our surrounding communities, such as our monthly event Winchester Creatives, and Hack for Good where we created digital solutions for homelessness charities.



Staff Paid Volunteer Hours:

Time Offered	2018 Target	Time Volunteered
176 Hours	176 Hours	178 Hours



Donated 178 Hours of Studio time to various charities and causes, beating our 2018 target by two hours.



We ran our very first charity hack day, Hack for Good, which aimed to benefit or support homelessness services.



We buy BySea Coffee. They're fair trade and donate 100% of their profits to a charity that supports seafarers.



We continued to run Winchester Creatives, a monthly free event which supports creatives and information sharing in the local community.

19

Our services supported 19 underserved / purpose driven enterprises in the last fiscal year.



We opened The Loft at Studio Republic, a venue space where we plan to host educational events, sustainability talks, networking sessions and more.

Highlights.

Hack for Good

In August we ran our first charity hack day. We challenged ourselves to create something to benefit or support homelessness services. By collaborating with digital agencies Hinge, Rareloop and The Bot Platform, we were able to create solutions to issues raised by Winchester City Council's outreach team and regional youth homelessness charity, Step by Step. Professional experience and input was delivered by local homelessness charity The Society of St James.

Hinge created a solution for Homeless Link, by delivering an app that could be updated by multiple member organisations and individuals at a service provision level. The app would provide current information for support workers in the field; covering accommodation, food, advice, health, housing, and outreach. Rareloop set about building an app to support well-being in homeless people. We teamed up with The Bot Platform to tackle a brief set by Step by Step: create a tool which helps generate a secure and reliable way for support workers to deliver notes into a database or CRM without returning to an office-based desktop computer.

This day provided us with the opportunity to collaborate with a variety of creatives to deliver multiple solutions which could contribute towards the betterment of Homelessness Charity services. The day was such a success that we've already started planning Hack for Good 2!

Challenges.

Engaging Staff

We implemented our new volunteer scheme this year, where the team are offered two days per year of paid leave to complete volunteer work for charities and causes meaningful for them. A challenge faced with the implementation of this scheme was that not everyone could dedicate two of their working days to this initiative, or they simply forgot about it. Therefore, we only saw two of our team members use any of their volunteer hours.

To improve on this, we want to increase awareness of this opportunity internally by increasing internal promotion and introducing it into our staff review processes. Additionally, we're making the hours more accessible by making the team aware that they can take hours totalling two days, as opposed to two full days, if desired.

For the Planet.

We take our responsibility for the environment seriously at Studio Republic, and understand the need to respond to the challenges we face globally around issues such as those outlined in the United Nations' Sustainable Development Goals.

2018 has been a year of great change for us at Studio Republic. Although we used carbon neutral servers for the majority of our sites, and we meant well with our ethics, we didn't really do as much as we wanted – or as we needed. It was time to get our act together and make all of our sustainability aspirations a reality.

This year saw us not only measure our carbon footprint, but offset more CO₂ emissions than we produced, leaving us effectively carbon positive. We implemented our very first sustainability policy and waste reduction policy, and took serious steps to reduce our own negative impact, to inform others of their impact too, and help them to begin their own sustainability journey.





Offset five tonnes of CO₂ by donating to a Ugandan Borehole Rehabilitation project.



Replaced one petrol vehicle with an electric one (Saving us 0.28 tonnes CO₂e per year).



Implemented a Sustainability Policy and a Waste Reduction Policy and published our first Sustainability Report.

55%

55% of our total energy use is produced from low-impact renewable sources.

100%

Switched energy supplier to a renewable energy provider, Bulb, who provide 100% renewable electricity, and 10% renewable gas.

78%

Of our in studio lighting is LED.



Set our first set of public sustainability targets.

22

We made three ecobricks and collected an additional 19 from our local community as we're now registered as a local ecobrick collection point.



Switched over to eco-friendly cleaning products as part of an aim to reduce chemical waste.



81% of the SR team walk, cycle or use public transport to get to work on a daily basis.



We offer the Bike2Work scheme, encouraging our staff to cycle to work to reduce their carbon footprint and keep active.



We hold our meetings online / via conference call, and use public transport or the electric car to travel to in-person meetings when absolutely necessary.



We host the majority of our websites on carbon neutral servers.



We became certified as a Carbon Neutral agency in June 2018.



We are conscious buyers, choosing to shop with ethical, local brands wherever possible.



We only use FSC approved paper, and only print when absolutely necessary.



We switched from plastic milk bottles to refillable glass. Some of us have traded in dairy milk to an environmentally friendly plant-based alternative, too!



We were awarded the Green Apple Award for Ethical Design through Sustainable Consumption in November 2018.

Carbon Emissions Produced in 2018 (tonnes)



- SCOPE 1: 1.62 tCO₂e
- SCOPE 2: 1.32 tCO₂e
- SCOPE 3: 0.69 tCO₂e

3.63 tCO₂e

PRODUCED
In 2018 we produced a total of 3.63 tCO₂e of Scope 1, 2 and 3 emissions.

5.00 tCO₂e

OFFSET
By offsetting 5 tCO₂e, we were able to help support a Ugandan Borehole Rehabilitation Project.

Carbon Emissions (GHGs)

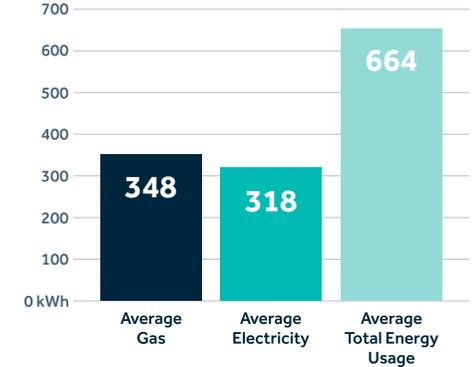
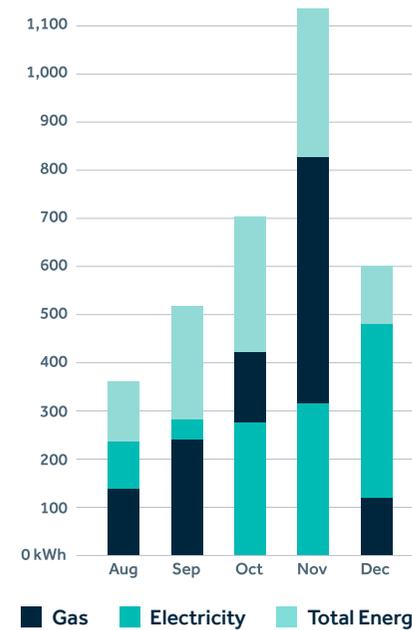
This year we calculated our Carbon Footprint for the very first time. We wanted to monitor how much CO₂ emissions we produced in the Studio with the long term aim to set CO₂ reduction targets.

As a company, we decided to offset our carbon footprint by supporting the Uganda Borehole Rehabilitation project, a micro project providing a source of clean drinking water to a Ugandan community. Being carbon neutral wasn't enough for us, so we offset five tonnes of CO₂ rather than the 3.63 tonnes we produced, allowing us to become 'carbon positive'.

2019 CO₂e Reduction Target

We identified that offsetting wasn't the best solution to the GHG problem we face globally, so we set our first CO₂ reduction target, aiming to reduced of carbon footprint to **3 tCO₂e by the end of 2019.**

Energy Usage Gas & Electric 2018 (kWh)



78%
of our studio lighting is now LED

Energy Usage (Electricity & Gas)

This year the Studio switched energy supplier to the renewable energy provider, Bulb, who provide 100% renewable electricity, and 10% renewable gas. This took our energy consumption from being 100% non-renewable to 55% being produced from low-impact renewable sources.

Making the switch to LED

On top of switching providers, we also took the time to replace 78% of our Studio lighting over to LED. Although this change came with a high initial cost (we had a few electrical and bulb sizing issues along the way), we calculated

that by simply switching over to LED we will save an estimated 1023.12 kW Hours of electricity per year (0.29 tCO₂e), which also equates to an annual financial saving of £111.08.

2019 Energy Reduction Targets

- Implement thermostat to monitor and control energy usage for Gas.
- Instate a turn off policy for electrical devices.
- Switch to energy provider who supplies 100% Renewable Gas.

Highlights.

Winning the Green Apple Gold Award for Ethical Design through Sustainable Consumption

The Green Apple Awards is an annual campaign, organised by the Green Organisation – an independent, non-political, non-profit environment group dedicated to recognising, rewarding and promoting environmental best practice around the world.

We won the award for our sustainability achievements in-house, including many of the achievements highlighted in this report! Our long-term goal is to underpin our ethical intentions with a sustainable business practice that supports both people and planet, and receiving this award was an incredible way for us to know that what we're doing is right on track!

Finalist for Wirehive100's Agency for Good Award.

We're a creative agency, but it's the 'for good' aspect that sets us apart. It's our aim to make a difference or add value in everything we do, whether that's in how we're working with a client, or the purchasing decisions we make for the studio.

Our entry started with the outcomes of our sustainability audit, our immediate actions, and the achievement of our Carbon Neutral status. We included our commitment to working with ethical businesses, not-for-profit organisations, and charities, and our commitment to ensure that everything we do is in line with our social and environmental values.

Although we didn't win, making it to the final and being amongst outstanding company was certainly a highlight for 2018.

Challenges.

Installing LED Bulbs in the Studio

How many members of the Studio Republic team does it take to change a light bulb? In short, the answer is 'quite a few, plus an electrician'. Although installing LEDs might seem like a straightforward task to most, for us we had a few (costly) hiccups along the way.

We had issues with the sizes of the bulbs, meaning we had to buy twice as many bulbs as was originally necessary. We had a visit from Jamie the rat, who kindly chewed through our electrics leaving us without light in the Studio for a good month (and a bill from an electrician). Then, during the installation of the LEDs, we had a few of the bulbs blow. But luckily, we have the LEDs sorted now, and we couldn't be happier!

For Transparency.

We've always considered ourselves to be an open bunch of people, and have always been more than happy to share information about everything, that's why when we began our B Corporation "B Impact Assessment" we were inspired to get more active and be more open about the information we share and the things that we do here at SR.

Transparency is important not only to us and our team, but also to our clients and our community. It's a big part of our business plan that our pricing is transparent, and we've always prided ourselves on being clear and honest throughout our work process. Transparency goes further for us too, it spreads into speaking openly and honestly at work about any problems we may be facing, our successes and failures, and working as a team to resolve and celebrate anything that comes along.

We found that our ethics and values were strongly embedded within our work practice and team, but nothing was formalised or written down. A big part of our journey to becoming more transparent was solidifying these values into policies and formal statements to ensure that nothing was missed and that everyone – team member or not – could have access to it if they wished.





Openly shared our sustainability journey on our website.



Provided transparent pricing models to all of our clients.



Improved our Supply Chain transparency by offering information about our suppliers to all who ask.



Internally, we have begun to share the company financials to all employees that are interested.



We share industry secrets with our community at our monthly Winchester Creatives event.



Developed our Staff Handbook to detail the Studio's practices and employment policies more in-depth.



Turned our unwritten policies into written ones which we share openly with our staff and the public.



Implemented Slack in the office to aid inter-work communication and idea sharing.

Highlights.

Developing and sharing our Sustainability journey

It's been a difficult but invigorating journey to get to where we are now in terms of sustainability. It's easy to forget to mention where we have slipped up at times and where we could have done better.

A great highlight for us is the way that we have been able to share our journey online – as well as here in this report – without holding any information back. We have made mistakes, some things took longer and cost more money than expected, and we've not always stuck to our goals. Ultimately, we are on a journey, and journeys are often difficult, and we are proud to share our journey with anyone who is interested in the hopes of inspiring and offering advice to those who want to take the same steps as us.

Challenges.

Exclusivity vs. Sharing

It's always difficult to find the balance between sharing industry secrets, innovations and developments and keeping them to yourself for fear of losing that competitive edge. It's often the easiest option to keep this information to yourself and not share it with your community and competitors.

What we strive to do is create a network of creatives who all collaborate and share ideas, industry secrets and expertise openly with each other. Each month we host Winchester Creatives, a creative community event to which guest speakers come to share their experience within their industry. We invite our competitors, the public, the local students and everyone in between with the intention to create a transparent network of information from which all people can benefit.

We also host "Hack for Good" which encourages the collaboration of competitor agencies to work towards achieving a shared goal that will benefit a charity or cause. The collaboration encourages the agencies to share their knowledge, ideas and skill sets with the teams they collaborate with, and is also a great way to network and learn something new.

For the Team.

We value our team here highly. We spend at least 42.5 of our 112 waking hours each week together. Factoring in travel to work, and other commitments, it's possible that we spend as much or more time with our colleagues than we do with our nearest and dearest so it's important to treat each other well.

As part of our journey towards becoming more sustainable, we focused in on the way we treat our team and on how we behave in the workplace. We wanted to ensure that we did our utmost to support those who work hard everyday to make what we do here possible. Simple things like good coffee, flexible working as required, eating together, options for standing desks and / or ergonomic seating, coming together as a team regularly, all go some way to encouraging a positive culture.





Implemented a formal staff review process which includes social and environmental goal setting as well as personal progress reporting.



Encourage and provide staff with Continued Professional Development opportunities and training.



Provide staff with two free lunches per week, which we share as a team.



We have made flexible working possible, including facilitating remote working.

50%

50% of our desks are ergonomic standing desks, and we implement new ergonomic facilities whenever possible.



All of our staff are covered by our Company Sponsored Health Scheme and our Income Protection Scheme.

Highlights.

Creating a communicative and collaborative workplace

It's been great to see the team coming together more regularly, sharing ideas and building relationships. The staff feel like they're free to grow in their positions, change their focus and contribute ideas freely to the Studio. Our twice weekly team lunches are a great way to relax and catch up with each other, learn about new technologies that another team member has found, and share inspiration. A lot of our best ideas come from our team, and not just from managers and directors, so it's great to have a creative, free atmosphere where everyone is confident to share their thoughts.

Challenges.

Right People, Right Place, Right Time

Growing from a team of three to a team of 12 has meant we've been through a lot of recruitment and onboarding. We've worked hard to make sure that the people joining our team are a good fit and that they share our ethos. We've used time like the team lunches to help newbies feel like they're part of the gang from day one and to help the team gel well.

One challenge that we've had to overcome was our use of space. When everyone is in the studio, the team works in two separate spaces. We've introduced daily stand ups to ensure that the full team comes together at least daily.

One final challenge has been managing good communications with team members working part-time, flexibly, or remotely. Video calls, calls, and Slack are proving invaluable here.

Our 2019 Targets.

At Studio Republic, we see sustainable development as a journey. We realise that we're not perfect, and that's ok – we can only try our best and strive to do better. On top of keeping up the good work we already do, we also have some longer term goals which we hope to achieve.

With 2018 being the first year that we set any Sustainability targets for ourselves, we didn't have much to measure against. We are excited to continue and measure our progression and development in the coming years to really keep track of the good we are doing and keep a close eye on what we can improve.

We've chosen to set ourselves achievable, manageable tasks to help us keep on the right track, and to ensure we are focused in our journey and not overwhelmed by enormous challenges.

We aim to continue to uphold the standards we have already achieved, whilst improving on them as well as progressing in new areas which are important to us too.

Some of our priority areas for 2019 include:

- Implementing monitoring and reporting practices for our energy consumption, GHG emissions and waste production;
- Setting ourselves clear and achievable reduction targets;
- Contributing to the UN sustainable development goals;
- Monitoring, assessing and reviewing our supply chain regularly;
- Performing regular staff engagement and satisfaction surveys.



Targets for Charity

Increase our charity and / or not for profit clients by 5%

We love doing work for good people and good causes, so as part of our journey to doing more of this, we aim to increase our charity / NFP client list by 5% with the larger goal to have more of an impact on achieving the UN SDGs.

To offer services on a pro-bono basis to clients who are in need

To approach a charity or business in need who we think we could help through the provision of our services on a pro-bono basis. This encourages collaboration for a shared goal and is an important way to give something back to our community and to causes / businesses that we believe in.

Donate financially to causes that are important to us

To sign up to 1% for the planet, or another donation scheme that allows SR to make annual charitable donations.

Targets for People

To collectively volunteer 220 hours of staff hours and Studio time to causes that are important to us



Continue to offer 15 hours paid time off for volunteering opportunities to our team, encourage guest speaking, community events such as Winchester Creatives and Hack for Good, and team days out that benefit the community and / or environment.

Host Hack for Good 2

We are planning another Hack for Good this time focusing on mental health awareness. It's a great way to collaborate with fellow agencies and use our industry skills positively to impact the community in which we live.

Increase the number of community events we host by 10%.

Giving back to the community is

important to SR. That's why we aim to increase our community event output by 10%.

Promote environmentalism amongst our team and the community

Sustainability is at the core of what we do, and we want to share the knowledge we have gained with our staff and community by being more vocal, hosting more events and encouraging networking.

Offer Sustainability Services

It's important to us to add sustainability to our service offering, as it will help our clients with their journey to becoming more sustainable too.

Targets for the Team

Diversity and inclusion training

To implement and provide diversity and inclusion training for staff.

To implement an employee satisfaction and employee engagement survey

Ensuring we provide a happy and inclusive workplace is important to us. We aim to set up surveys through which staff can provide anonymous feedback.

Continue to review worker benefits and improve them when possible

Ensuring that staff are satisfied and are rewarded for good work boosts staff retention and aids the production of high quality work.

To create a bonus structure which applies to all staff

Formalising a bonus structure that applies equally to all staff.

To formally write our intern hiring practices into the staff handbook

To ensure that all staff, however temporary or junior, receive fair treatment and are supported in their roles.

Targets for the Planet

3.00 tCO₂e

CO₂e Reduction Target 2019

Continue to monitor and report GHG emissions, and meet our 2019 reduction target of 3tCO₂e.

Monitor and report on the amount of single use plastic produced by SR, with the view to set reduction targets

By monitoring the amount of ecobricks we create we aim to be able to calculate how much single use plastic we save from sending to landfill.

Partner with landlord to implement double glazing

As part of our journey to reducing our energy usage putting in measures to help us become more energy efficient will keep our energy output low.

To encourage staff participation in 'Meat Free Mondays'

In a bid to reduce the environmental impact of our food consumption habits, we will encourage staff to participate in 'Meat Free Monday'.

Turn off computers over the weekend

Turning off our computers at the weekend will help reduce our energy consumption.

Switch to low VOC or soy based inks

Research and implement low VOC or soy based inks to reduce ecological impact.

Reduce the amount of hazardous waste sent to landfill to zero

Hazardous waste needs to be disposed of responsibly in a way which can be verified and we aim to reduce the amount of hazardous waste we send to landfill to zero by the end of 2019.

Record and monitor our waste

We will start to measure our waste output with the view to set year on year reductions.

Implement thermostat in the Studio

As part of our energy consumption reduction journey, we will implement a thermostat to monitor and control our gas usage.

Research energy providers who supply 100% renewable gas

We want to minimise our impact, so we commit to finding a supplier who provides 100% renewable gas, or provides vegan energy.

Switch to 100% LED lighting in the Studio and the Loft

Although 78% of our lighting is already LED, we want to improve this by ensuring 100% of our lights are LED.

Include Sustainability in our annual Board Review

Encourage the review of SR's social and environmental impacts during the annual board review to ensure targets are being met and actions are taken seriously.

Targets for Transparency

Share company financials on a quarterly basis

We currently share our financials to team members who ask. To take a step further we want to share our financials openly, on a quarterly basis, with the whole team.

Implement a new supplier criteria

It's important to us that we work with suppliers who share our values, so we want to develop and implement a new supplier criteria which considers environmental and social impacts of each supplier. To go further, we plan to make this criteria available to the public.

Make more of our policies visible to the public, our staff and our clients

2018 saw us create a lot of policies and implement them in the workplace. This year we want to make these policies open to the public to view.

To become a B Corporation

We began our B Impact Assessment in 2018 and hope to become certified in 2019. This will help us to continue to monitor and assess our performance against third party standards, as well as acting as an incentive to continually strive for better results.

To continue to report year on year against our sustainability targets

Our sustainability journey doesn't end here, we will continue to report on our progress and will make this information available to the public each year.



Conclusions.

Reflections since May:

Since we eagerly kick-started our sustainability journey earlier this year, we have had some time to reflect on our goals and achievements. We've certainly come a long way, and have learnt a lot on our journey so far! Looking back at our May targets, we see that we were a little ambitious and a bit haphazard to say the least. Since then we have refined our targets, creating more measurable and achievable goals for us to work on. Some key takeaways from our journey so far include:

- Sustainability is a multi-faceted process which encompasses more than environmental concerns;
- It's not as easy as just saying we'll do something 'better'. A lot of our early goals were unmeasurable and therefore impossible to report or record against. We've refined our language and our targets since to ensure that they're all clear, achievable and measurable;
- We realised that some of the targets that we initially set would not be possible to achieve in the near future, so we moved some of them to the back burner and set them as longer term goals rather than immediate ones. E.g. replacing our black bin bags with biodegradable alternatives. With our current council run waste removal arrangement, we are obliged to use standard refuse sacks;
- Sustainability is a term that's not fully understood by everyone, nor is it appealing to everyone. Therefore, we have aimed to try to refine the meaning of sustainability in house to create a more succinct and user friendly description of what it means to be sustainable.

Thoughts for the future:

As we've reflected on our own experience, we've realised that the kinds of challenges we've faced and the learning we've undertaken are things that each of our clients will face when they embark on their own sustainability journeys.

Looking after our team, providing a positive and nurturing environment, and investing in our community are bedrocks of our being. They also happen to be fundamental to sustainable business practice.

Sustainability is about more than ticking boxes. It's more than achieving net zero. It's a new state of mind. It's about implementing systems thinking, considering the lifecycle of our products from cradle to grave, and thinking more broadly and holistically about our actions. It's the way we treat our team and how we interact with our communities. We aim to weave sustainability considerations into the fabric of our business, into the minds of our team, and into the hearts of our key stakeholders.

Sustainability in business is essential to the long-term prosperity of companies large and small. By implementing sustainable practices within the workplace, you can ensure that your staff will be more engaged and loyal, your profits will be maximised and your impact on the world around you will be minimal. Everybody wins. Those companies which operate in a more sustainable way reduce costs, are more successful at managing risks, they drive innovation, and build brand value. These companies are simply more profitable.

When you view your business through a sustainability lens (or adopt systems thinking) you create a company that is resilient and responsive to employees, customers, and society in general. Sustainability initiatives increase employee loyalty, efficiency, and productivity and improve HR statistics related to recruitment, retention, and morale. People want to work for organisations that share their values.

Thank you.

If you're interested in working with us or maybe you simply want to find out more about our sustainability journey, please do get in touch with a member of our team.

Halina Myers

Sustainability Consultant
halina@studiorepublic.com

Chris Todhunter

Digital Director
chris@studiorepublic.com

Jack De Wolf

Client Director
jack@studiorepublic.com